THE MINISTER OF FOOD AND CIVIL SUPPLIES (RAO BIRENDRA SINGH): (a) and (b) The declarations "does not contain fruit juice or fruit pulp" and "artificially flavoured" in respect of sweetened aerated waters are required to be made in terms of clause 11(3) of the Fruit Products Order, 1955. Sweetened aerated waters carry the Fruit Products Order symbol as they are covered by the Fruit Products Order, 1955. The declarations are intended to make it clear that the products are synthetic.

(c) Sweetened aerated waters were included in the Fruit Products Order because it was felt that they competed with fruit drinks and therefore it was necessary to regulate their quality and marketing publicity. No special sugar quota is given by the Government of India for sweetened aerated waters.

(d) Aerated waters are covered under the Prevention of Food Adulteration Act, 1954. Their inclusion in the Fruit Products Order is intended to supplement the regulatory control exercised under the Prevention of Food Adulteration Act.

Criteria for the Selection of news for T.V.

2058. SHRI DIPEN GHOSH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what are the criteria for the selection of news for telecasting on the National Network;

(b) whether there is any code for selecting news for National Network; and

(c) if so, what are the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL): (a) to (c) The principles guiding the news policy are given in the enclosed Statement. (*See below*)

Principles guiding news policy

There has to be a clear understanding of the difference between news and views. The reporting of news has to be factual, accurate and objective and only such views as make news should find a place in news broadcasts. There can be no editorialising in broadcast of news.

Each news story should be judged strictly on the basis of its news value.

In the selection of news received from wide ranging sources and in news editing, AIR and Doordarshan should be guided by the highest possible professional standards. While newsworthiness will determine the selection of news, its treatment and presentation should be directly related to the special characteristics and potential of each medium as well as the target audiences.

Apart from treating news factually and objectively, AIR and Doordarshan should provide, where necessary, a background to the events and happenings in order that listeners in any part of the country are able to place such events and happenings in proper perspective.

The broadcast news should satisfy the highest criteria of accuracy and responsibility. AIR and Doordarshan cannot indulge in speculative stories of the type which appear in certain journals. They should develop their own sources for the verification of events.

In a developing country like ours, a special function of broadcasting should be the coverage of development, its significance, achievements and problems. Development news covers a wide range of activities—economic technological, social and cultural. It should not be confined to mere statements and plans but explain their significance. For this purpose news gathering operations of AIR and Doordarshan should be expanded and properly dispersed. In other words, the news gathering apparatus should make a deliberate effort to explore new areas of development and nation building news. People's participation in such activities should be duly highlighted as also significant work being done by voluntary agencies. Thereby the broadcast media should not only supplement the work normally undertaken by the news agencies but put out well backgrounded stories on their own.

With the limitation of time. the vast audiences recashed and the presentational demands, AIR and Doordarshan cannot be expected to follow the pattern of news coverage followed by the newspapers. The range and scope of news gathering and selection will have to be suited to the media.

The style and method of news reporting should reinforce the fundemental principles on which national policies are based. These fundamental principles include territorial integrity, national integration; secularism, maintenance of public order and upholding the dignity and prestige of Parliament, State legislatures and the judiciary.

Ministerial statements on policy matters, particularly those of the Prime Minister, are important in as much as they enable the people to understand national policies Similarly implementation of Government programmes should be given proper place in the news. The focus should be on information rather than on individuals. It is also necessary that views critical of official policies and the manner of their implementation should find adequate time.

In reporting on political controversies the broadcast media should be guided by objectivity and fair play. Due representation of differing view points should be the aim. If a variety of viewpoints cannot be projected in the same bulletin, the balance should be achieved within a reasonable period of time.

In the choice of international events the objective should be to keep the people informed of world developments. A special effort should be made to give proper background of events. In the selection of news, greater attention should be given to exents in developing countries particularly our neighbours. Apart from strictly pruning and editing the copy from the world agencies which have an over-load of news from advanced countries and also a subtle bias, it would be desirable for AIR to use copy from the Non-aligned News Pool and other Third World agencies on news merits. What is most essential is for AIR to increase the number of its foreign correspondents and carefully select their location and area of news coverage so that we can project a view of world developments as seen by India and other Non-aligned and developing countries.

AIR and Doordarshan should aim at creating an informed public opinion on international events and developments. In preparing programmes in news and current affairs the national interest must be kept in mind. The national policy of peace and peaceful co-existence, non-alignment, friendship with all countries, support for people fighting for independence and freedom and the struggle against racism and racial discrimination and for an internation order based on justice and equality should be highlighted. This does not exclude the reporting of an significant criticism of Government's foreign policy, either in its content or in its implementation.

The primary purpose of the current affairs programmes should be to enlighten the people on various aspects of political, economic, social and cultural developments. The treatment of the subject should be comprehensive projecting different viewpoints. It should aim at providing adequate background for a proper understanding and interpretation of events and issues.

The current affairs programmes should be broad-based in the selection of topics and participants. The interests of various sections of the people should be taken into account. The formats should be innovative and suited to the medium. There is scope for experimentation in this respect.

Internal evaluation of news and current affairs programmes after their broadcast should be a regular exercise on a daily basis. A panel of outside experts for news and current affairs in a particular language should be considered.

The characteristics and potential reach of the broadcast media necessitate the drafting of news items in spoken style. The language should be addressed to the ear unlike the printed word in a newspaper or journal which is meant to be read.

The constraints of time also for precision and brevity. The differences in the level of comprehension of listeners are yet mother factor to be taken into account. Simplicity and clarity are essential. Reporters and those who give talks should aim at easy communication with the people and not parade their literary skills. AIR and Doordarshan should develop their own idiom and style.

There should be provision for evaluation from time to time of the language of the bulletins. There has to be a much greater emphasis on specialisation and training of the news personnel with AIR and Doordarshan.

The implementation of these policies and forms will depend upon the professional capacity of the people who run the news and current affairs programmes. The choice of personnel is most important. A professional must have had training in news work. He should be able to choose the items well and to rewrite the stories to suit the medium. Professional training and appreciation of the role of the media in a democratic society will give him the confidence to take the right decisions.

Creation of a Post of Director General of Information

2059. SHRI KAPIL VERMA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that a new post of Director General of Information has been created, if so, what are the functions; and

(b) what are the reasons to create the new post, what is the number of officers and other staff that have been allocated for the purpose?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL) (a) and (b) The new post of Director General (Public Relations) has been created to head the Central Monitoring Cell in PIB to critically monitor all foreign propoganda including broadcasts and design effective publicity campaign for countering matters prejudicial to the interest of India. Six posts of officers, including Director General (Public Relations), and ten posts of other staff have been created for the purpose.

Distribution of High-Yielding Seeds to Farmers

2060. SHRI R. SAMBASIVA RAO: Will the Minister of AGRICULTURE AND RURAL DEVELOPMENT be pleased to state:

(a) whether it is a fact that the National Seeds Corporation has formulated a scheme for the distribution of high yielding seeds to farmers during the current year; and

(b) if so, what are the details in this regard?

THE MINISTER OF STATE IN THE DEPARTMENT OF AGRICULTURE AND RURAL DEVELOPMENT (SHRI CHANDULAL CHANDRAKAR): (a) Yes, Sir.

(b) The estimated distribution of different kinds of seeds by National Seeds Corporation during 1985-86 is as under:—

	Qts.
Wheat	4,62,000
Paddy	1,88,802
Maize	33,014
Sorghum	14,627
Bajra	22,469
Pulses	36,311
Oilseeds	31,405
Fodder	6,732
Fibre	14,303
Potato	3,844
Vegetables	13,729
Others	5,320
TOTAL :	8,32,556